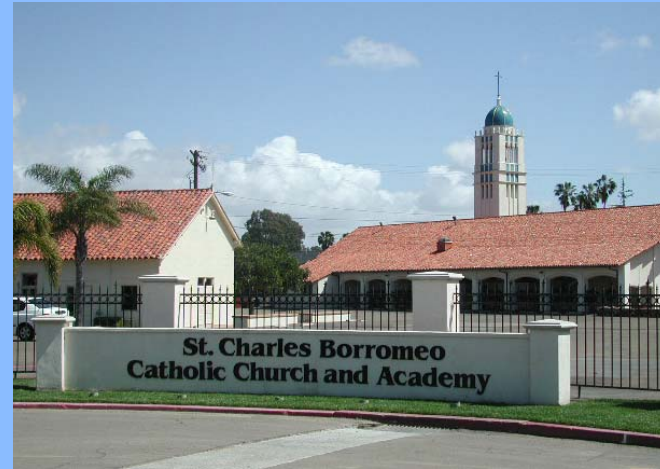


District 3: Residential

Midway Pacific Highway Corridor Community Plan Amendment



District 3: Residential

Present: District 3 has two primary activity nodes that contain educational facilities with nearby housing. The other main facility is the Post Office and a variety of retail commercial strip centers.

Future: In the future, it is envisioned that this district will transition into a mixed-use residential community with educational uses that is supported by open space, neighborhood services, retail and office uses.



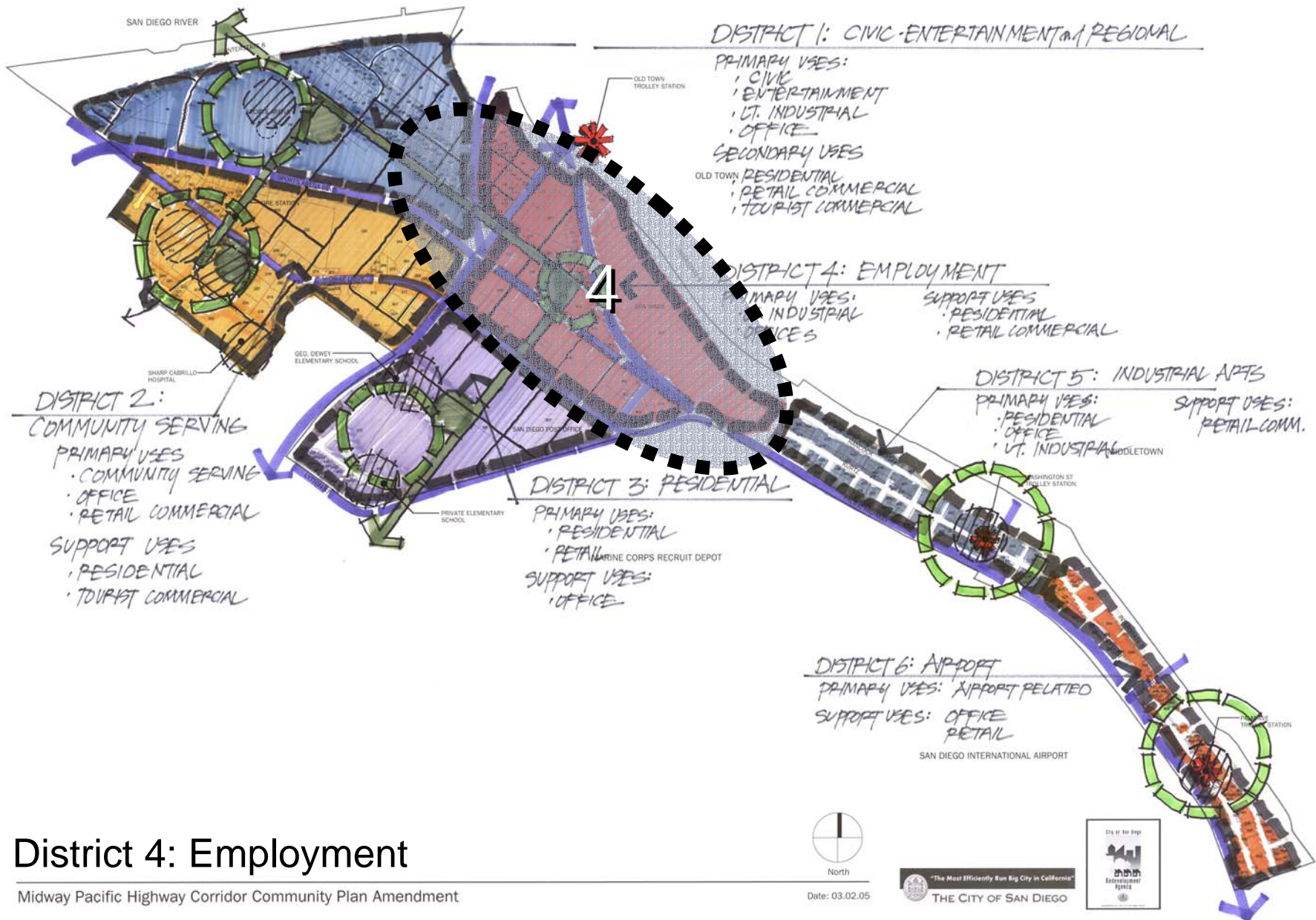
District 3: Residential

Primary Uses:

Residential and Educational Uses

Support Uses:

Neighborhood Retail, Restaurant, Professional Businesses, Offices and Open Space



District 4: Employment

Midway Pacific Highway Corridor Community Plan Amendment



District 4: Employment

Present: District 4 is currently a major employment center with SPAWARS as the primary tenant. Other businesses including those complementary to SPAWARS are also in the district making it an attractive center for employment.

Future: In the future, it is envisioned that the area could continue to be an active employment node for the community. The objective for this district is to provide the employment base for the area while still allowing for a mixture of supportive uses.



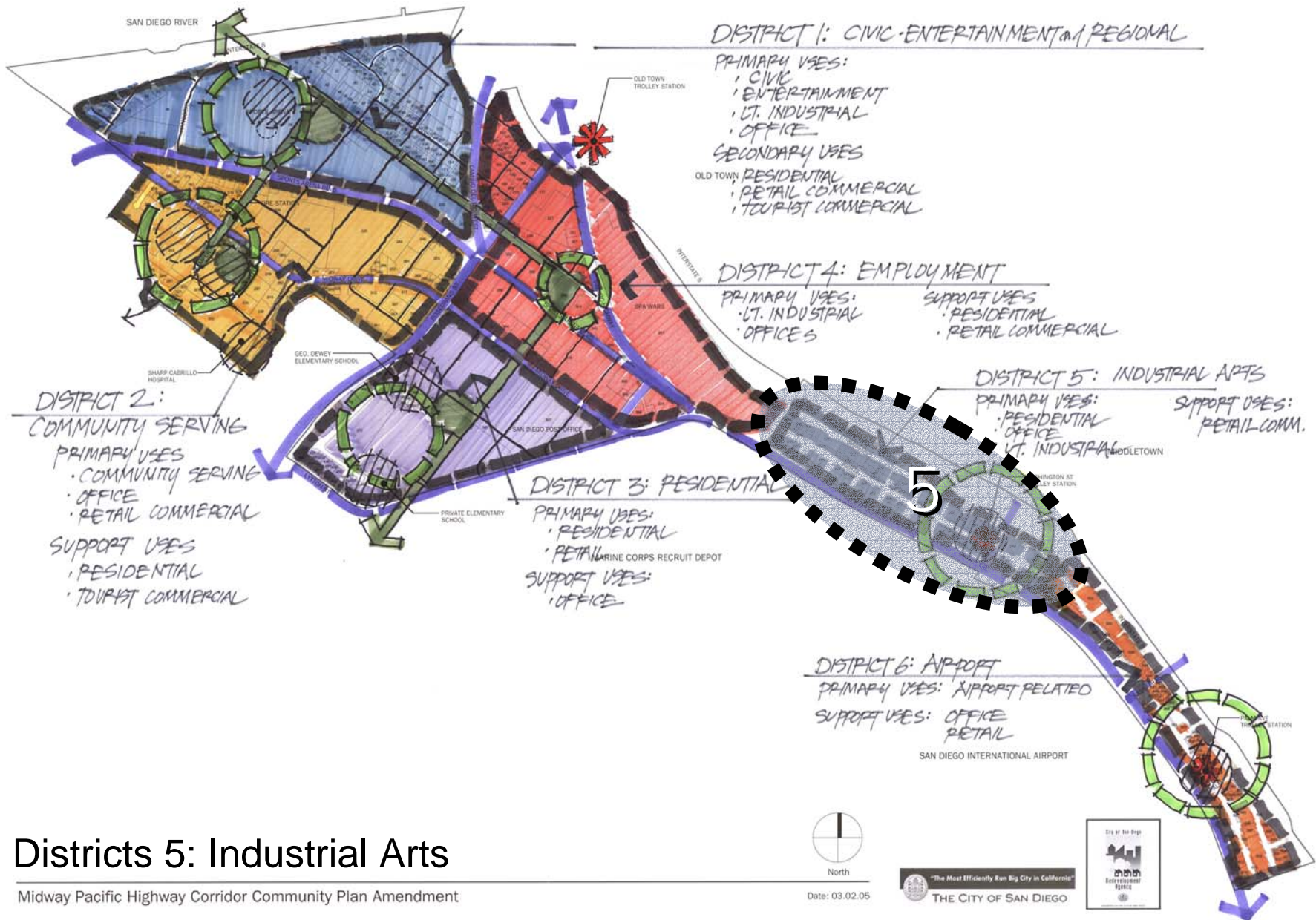
District 4: Employment

Primary Uses:

Professional Offices, Businesses and
Light Industrial

Support Uses:

Residential, Retail / Commercial



Districts 5: Industrial Arts

Midway Pacific Highway Corridor Community Plan Amendment



District 5: Industrial Arts

Present: District 5 consists of multiple business types and unique buildings making it an attractive area for a mixed-use neighborhood. The current light industrial uses, design service businesses, the Brewery office complex and warehouse buildings provide the opportunity to create an Industrial Arts District.

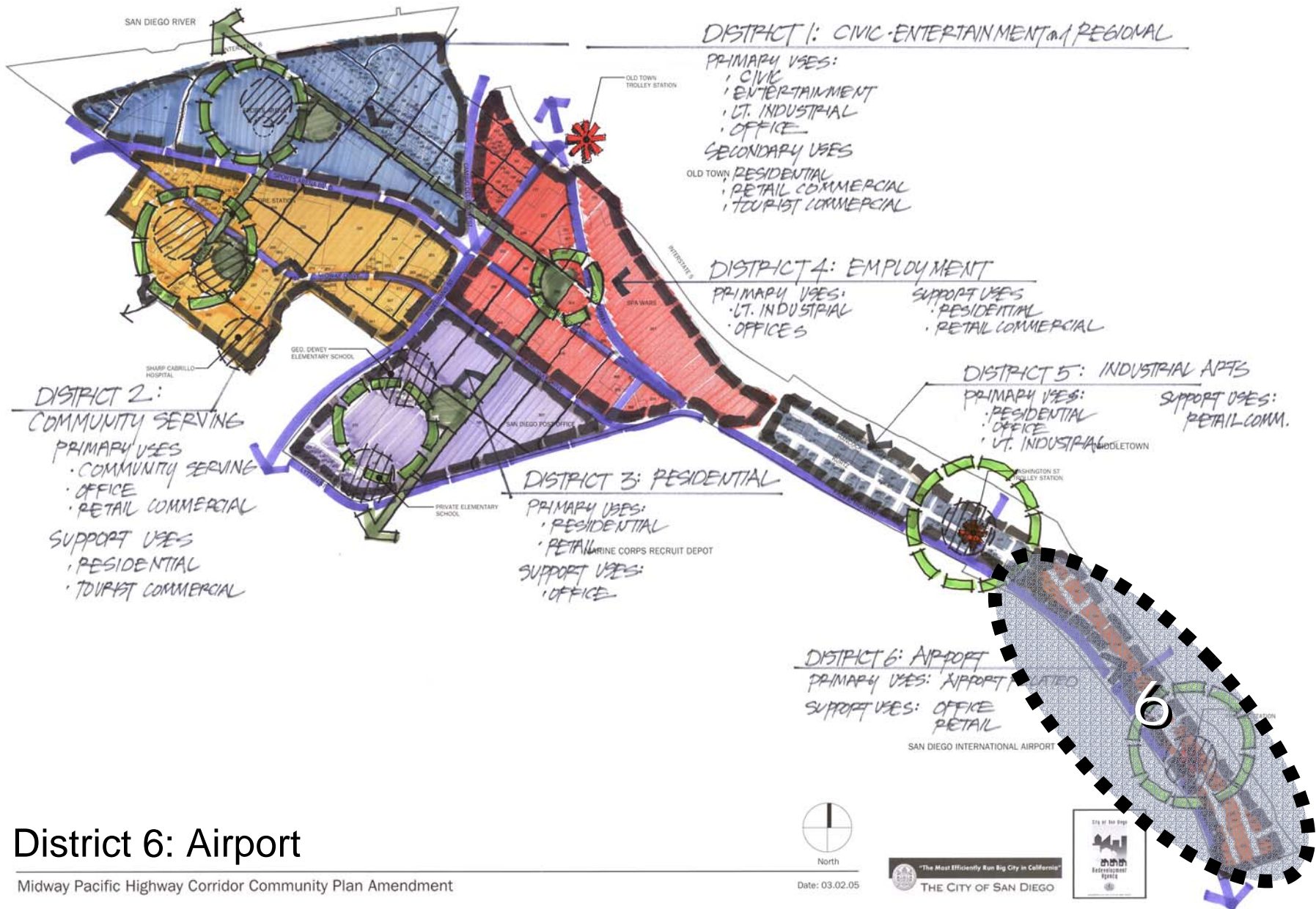
Future: In the future, it is envisioned that the area develop as a distinctive “industrial” arts district. The compact nature of the area and its close proximity to a trolley station will allow this district to become a pedestrian and transit-oriented, mixed-use community. This district could provide a wide variety of residential uses while maintaining the opportunity for office, retail and other supporting use.



District 5: Industrial Arts

Primary Uses: Light Industrial, Arts, Residential, Business and Professional Offices

Support Uses: Retail / Commercial



District 6: Airport

Midway Pacific Highway Corridor Community Plan Amendment



District 6: Airport

Present: District 6 is the most southern district in the Midway Pacific Highway Corridor community. Its relationship to the San Diego International Airport provides a unique opportunity to offer support uses to this important regional facility.

Future: In the future, it is envisioned that this district would provide a wide range of uses that support and benefit its close proximity to the airport. The location also has a trolley station that could be used by employees in the district and by others as a future link to the airport creating a complete system of mass transit.



District 6: Airport

Primary Uses:	Airport-Related Uses such as Rental Car Facilities, Park & Ride Facilities, Service Stations, and Tourist Commercial such as Hotels
Support Uses:	Business and Professional Offices, Commercial, Retail, and Restaurants

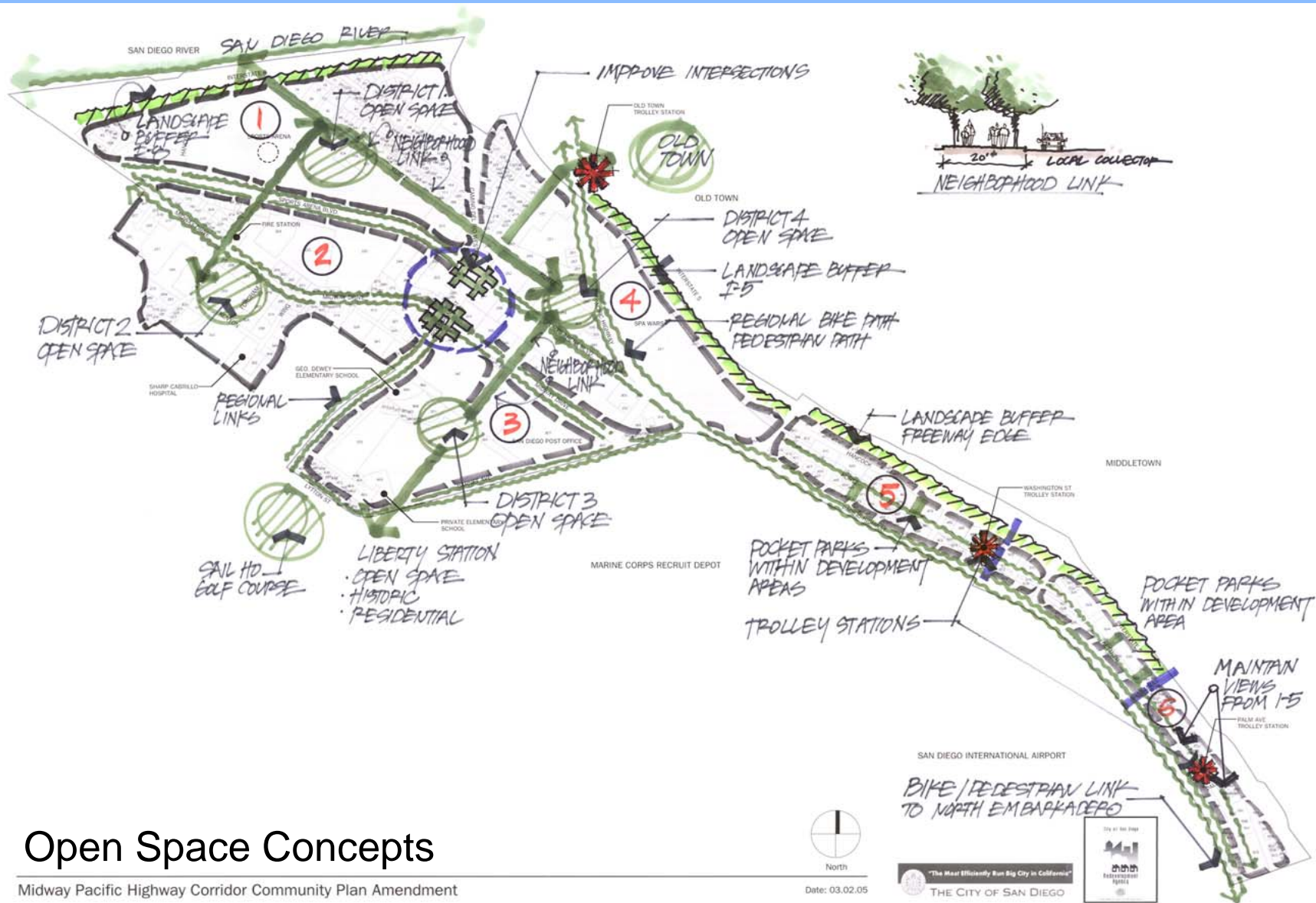
Where We Are

Community Districts can be connected by Open Space & Open Space can transition the community from car-based to pedestrian and multi-modal

What we heard you say:

- ❑ Make the community pedestrian and bicycle friendly
- ❑ Provide a variety of open space types ...open spaces that fit the community
- ❑ Improved Streetscapes...tree lined streets and boulevards
- ❑ Develop open spaces that are safe and are easy for surveillance
- ❑ Connect us back to the river and other regional open space areas

Where We Are



Open Space Concepts

Midway Pacific Highway Corridor Community Plan Amendment



Open Space Concepts

The open space concept for the Midway Pacific Highway Corridor is to provide a variety of open space opportunities for each of the districts. It will change from a regional emphasis for open space, as portrayed in the Bay-to-Bay Concept, to a hierarchy of open spaces. These open spaces should include major regional open space facilities and neighborhood-serving open spaces that are located in each of the districts. These spaces need to be connected by regional and neighborhood pedestrian-oriented streets. The elements of this open space concept include: civic open spaces; urban district parks; neighborhood pocket parks; regional links and neighborhood links.



Civic Open Spaces

Civic open spaces should serve both a regional use as well as a district or neighborhood use. Civic open spaces can be used for the many events that bring people together such as outdoor events and open air markets. These areas can also be an extension of a civic facility.

Location: District 1



Urban District Parks

Small urban parks can provide for a mix of passive and active uses. They can be the major gathering space for neighborhoods within the districts. These neighborhood parks should be connected together by a system of neighborhood links that are pedestrian-oriented.

Location: Districts 2-4



Neighborhood Pocket Parks

Neighborhood pocket parks are small open space areas that serve neighborhoods within the districts. They should be linked together by an intimate system of pathways within a neighborhood. These pathways should connect to the neighborhood linkages.

Location: All districts



Regional Links

Regional links are expanded parkways on major boulevards that provide pedestrian-oriented and bicycle-oriented routes to regional facilities within and adjacent to the community.

Location: Rosecrans, Midway, Pacific Coast Highway and Sports Arena



Neighborhood Links

Neighborhood links should be expanded parkways on local streets that connect the neighborhoods to each of the district's activity nodes. Ample sidewalks with streetscape amenities such as street trees and pedestrian lighting should be provided.

Location: All districts



Architectural Guidelines and Methodology

Architectural guidelines will provide an approach that allows for the recognition of historic styles without a literal recreation of them. To do this existing buildings within the project area that have an authentic and unique style reflective of the history and character of the area were identified. These buildings were used to define four styles that could be used as a reference point in the design of new structures. Such things as massing, human scale, type and rhythm of openings and finishes are among the elements of existing buildings that can inform the design of new buildings. This will enable new buildings to say something about today while acknowledging the past history and culture of the area.



Modern

The modern style references a wide range of building designs that show the progression of the international style, that was established in the 1920s and 30s, into mainstream architectural design. Photos show an existing building from the district and examples of how elements from the existing buildings might be used to create a building design that reflects the areas past as well as its future.



Spanish Mission Style

The Spanish Mission Style is drawn from the Design of the Naval Training Center and Marine Corp Recruit Depot that are both located at the periphery of the community plan area. This style is common all over San Diego and has many variations that have been used to inform the design of new buildings such as the one shown above.



Industrial Arts Style

Portions of the community plan area have historically housed a variety of light industrial uses. These buildings have successfully been renovated either to continue the existing use or re-used to house light industrial arts and design arts. Additionally, the forms and finishes used in these industrial buildings have informed the design of new buildings. Other districts that have done this include Granville Island in Vancouver, British Columbia and the East Village in Downtown San Diego.



Warehouse Style

The warehouse style is similar to the industrial style in that it traditionally has housed a variety of industrial and manufacturing uses. The warehouse style differs in that it usually refers to multi-story buildings that are faced with brick and other more durable materials. The Mission Brewery located in the southern portion of the project area is an excellent example of this building style. Examples of new buildings that build off this reference include a multi-family residence and a hotel.

Where We Are Going

Today's workshop - Your Input

- ❑ 8 Stations located around the room
 - 6 for the districts
 - 1 for the open space plan
 - 1 for architectural concepts
- ❑ Each station will have multiple boards:

The boards will illustrate possible images that could define each of the “Districts.” Also included are the open space and architectural concept boards.
- ❑ We are going to rotate through 8 stations
 - You will be able to provide your feedback and comments at each station
 - Host/Facilitator at each station to help document your reaction to the ideas
- ❑ When lights flash go to the next station.

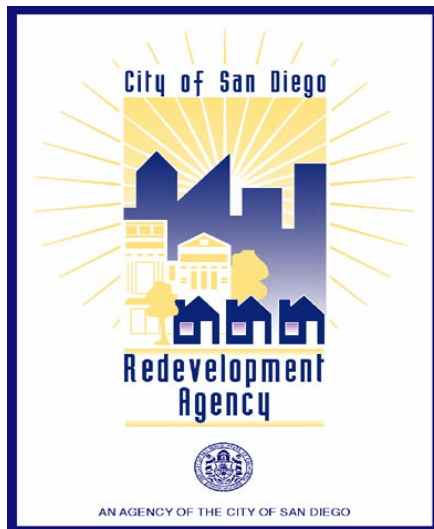
Once all the way through the stations, we will have a call out process so that you can hear all the ideas

Where We Are Going

Modify Jurisdictional Documents & Approval Process

- ❑ Review input received at this final workshop
- ❑ Refine Draft Amendments - Through Midway Community Planning Group Meetings
- ❑ Environmental Review Process - Start date to be determined
- ❑ Documents to be revised:
 - City of San Diego Progress Guide and General Plan
 - Midway/Pacific Highway Corridor Community Plan
 - Local Coastal Program
 - North Bay Redevelopment Plan
- ❑ Approval Process:
 - Midway Community Group
 - Planning Commission
 - City Council

Thank You!



"The Most Efficiently Run Big City in California"

THE CITY OF SAN DIEGO